



## Employee responsiveness rates high with customers

In January 2003, the Department of Utilities mailed a customer satisfaction survey to a random sample of 2,000 Norfolk water customers. Preliminary results of the survey show improved customer satisfaction in comparison to previous surveys.

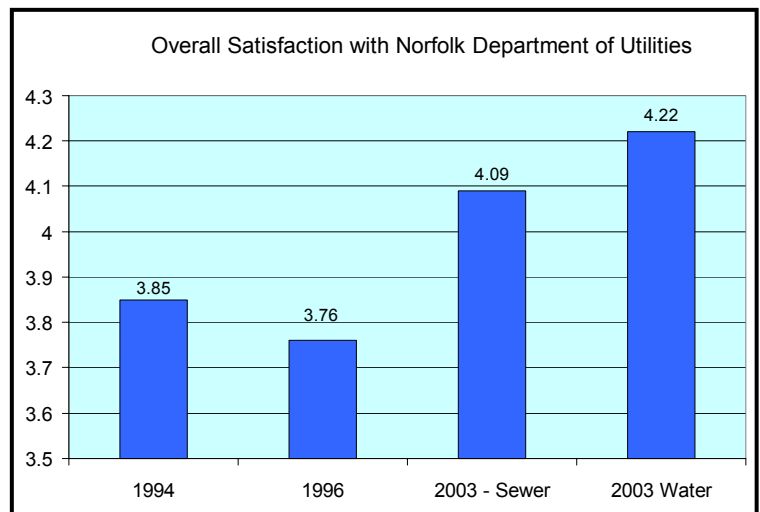
The 2003 survey asked questions in four general areas: (1) satisfaction with water and sanitary sewer services, (2) department responsiveness to customer's needs, (3) water quality, and (4) the quality of customer service provided by department staff.

Responses were provided on a 5-point scale ranging from (1) "very dissatisfied" to (5) "very satisfied". The responses and comments show that Norfolk residents recognize the challenges presented by aging water and sewer systems, and praise Utilities employees for rising to those challenges.

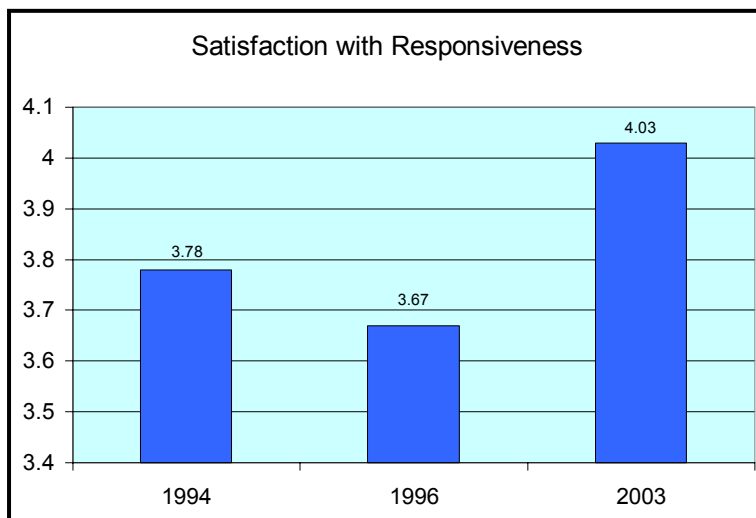
One customer wrote: "Our neighborhood has been having sewer backups. We have been receiving a fast response as far as your team, but it is occurring quite frequently."

See **Survey** on page 2

*"...I must say that the Department of Utilities has improved in all aspects in the last 43 years I have lived at this address." - Customer survey comment*



**Note about the above graph:** The 1994 and 1996 customer service surveys measured the overall satisfaction for the department as a whole with no distinction between water and sewer services.



*"There have only been two instances where I was not pleased, but when I wasn't pleased, the response to my complaint was instantaneous." - Customer survey comment*

*"I am a new resident of Norfolk. I haven't been a customer of the Norfolk Department of Utilities for long, but I have been very satisfied with the promptness, politeness and helpfulness of your employees. Thank you."*

*- Customer survey comment*

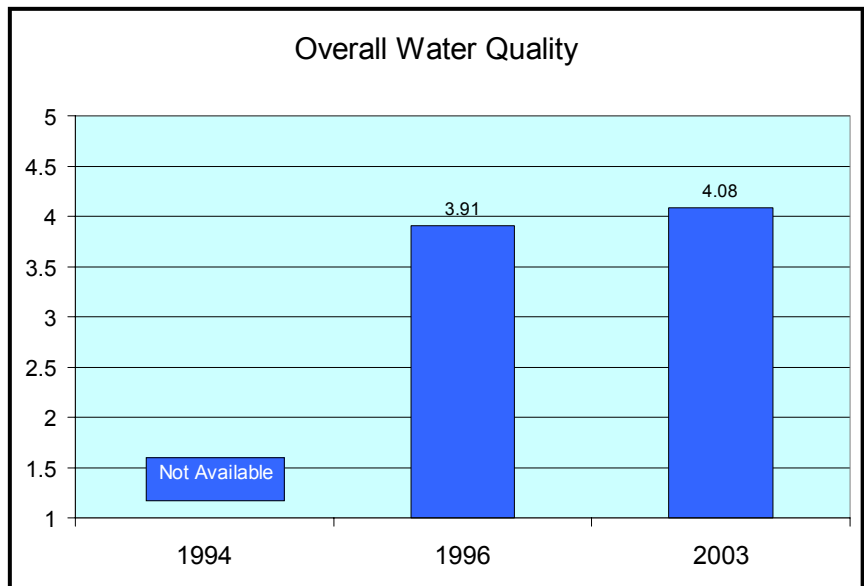
**Survey** from page 1

"There are many problems associated with an aging infrastructure," said Utilities Director Kristen Lentz, "and our folks are doing an outstanding job in responding to those problems and to customer concerns. The survey clearly reflects this fact."

Six-hundred twelve residents completed the survey for a response rate of 30%, well above the national average of 10 - 15% survey response rate.

The department also conducted customer satisfaction surveys in 1994 and 1996. Comparisons of 2003 data with past surveys show that **more customers are satisfied** and **fewer customer are dissatisfied** with the services provided by Norfolk Department of Utilities.

The department is currently reviewing customer recommendations received through the survey to identify areas for improvements.



***"Norfolk water quality is the best we've ever experienced. Keep up the great job!" - Customer survey comment***

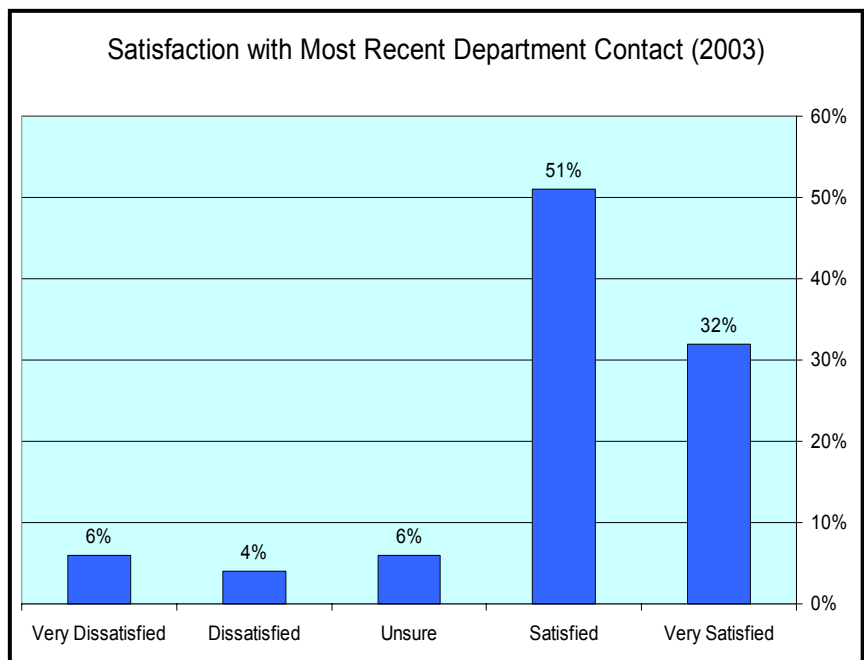
**Average item responses:**

- Overall satisfaction with water services (4.22)
- Overall satisfaction with sanitary sewer services (4.09)
- Satisfaction with Norfolk's responsiveness to customers' water and sanitary sewer needs (4.03)
- Satisfaction with overall water quality (4.08)
- Satisfaction with water taste (3.94)
- Satisfaction with water color (4.16)
- Satisfaction with water smell (4.08)
- Satisfaction with water pressure (4.03)

**Satisfaction with aspects of most recent contact with Norfolk Utilities:**

- Timeliness of response (4.00)
- Politeness (4.15)
- Information provided (3.98)
- Problem resolution (3.94)
- Overall satisfaction (4.00)

The Department of Utilities monitors customer service through various methods and intends to conduct this survey annually. ♦



***"The two gentlemen who arrived were very professional and kind. They came out at 7:30 pm on a rainy night. I did not get their names, but they are an asset to the City of Norfolk Utilities. Keep up the great work! Thank you."***  
***- Customer survey comment***